



Highway Safety Summit

April 21, 2011 – Pocatello, ID

Quick Notes

from the Idaho Office of Highway Safety

December 6, 2010

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General Message from the Highway Safety Manager

Hi Highway Safety Partners,

I am very pleased to ask you to save the date of April 21, 2011 for our 2011 Highway Safety Summit to be held in Pocatello. We are very pleased to be taking our show on the road so to speak. There is no perfect location as travel is required for many. But we believe that now is the right time to move the event. We plan to provide a terrific educational opportunity as we have done since at least 1999. So save the date.

Nationally, motor vehicle deaths are down 5% in first ten months of 2010. Motor vehicle deaths for January through October of 2010 totaled 28,870. This figure is down 5% from the corresponding 10-month period in 2009. The estimated annual population death rate is 11.0 deaths per 100,000 population, a decrease of 6% from 2009. The estimated annual mileage death rate is 1.1 deaths per 100 million vehicle miles traveled, a decrease of 9% from 2009.

The National Safety Council has now adopted the concept of medically consulted injury to replace disabling injury as the measure of nonfatal injuries. A medically consulted injury is an injury serious enough that a medical professional was consulted. Medically consulted motor-vehicle injuries for the first ten months of 2010 are estimated to be about 2,800,000. Medically consulted injuries are not comparable to previous disabling injury estimates.

The estimated cost of motor-vehicle deaths, injuries, and property damage through October was \$196.8 billion, an increase of 12% from 2009. The costs include wage and productivity losses, medical expenses, administrative expenses, employer costs, and property damage.

For Idaho, our fatality reductions are 2% compared to 2009, and 5% when comparing to 2008. We got off to a great year but haven't done so well as the year went on.

It has been a treacherous time to be on Idaho's roads with all the snow and ice. I even got stuck and needed a shovel and the help of volunteers to get to work one day. Please take extra time to get to your destination, or better yet, consider staying off the roads when they are dangerous.

Mary

The White House

Office of the Press Secretary

For Immediate Release

December 01, 2010

Presidential Proclamation-- National Impaired Driving Prevention Month

Every day, millions of Americans travel on our Nation's roadways. Thousands of these drivers and passengers tragically lose their lives each year because of drunk, drugged, or distracted driving. During National Impaired Driving Prevention Month, we recommit to preventing the loss of life by practicing safe driving practices and reminding others to be sober, drug free, and safe on the road.

Impaired driving and its consequences can seriously alter or even destroy lives and property in a moment. This reckless behavior not only includes drunk driving, but also the growing problem of drugged driving. Drugs, including those prescribed by a physician, can impair judgment and motor skills. It is critical that we encourage our young people and fellow citizens to make responsible decisions when driving or riding as a passenger, especially if drug use is apparent.

This National Impaired Driving Prevention Month, we must also draw attention to the dangers of distracted driving, including using electronic equipment or texting while behind the wheel of a vehicle. When people take their attention away from the road to answer a call, respond to a message, or use a device, they put themselves and others at risk. Distracted driving is a serious, life threatening practice, and I encourage everyone to visit Distraction.gov to learn how to prevent distracted driving.

My Administration is dedicated to strengthening efforts against drunk, drugged, and distracted driving. To lead by example, we have implemented a nationwide ban prohibiting Federal employees from texting while driving on Government business or when using a Government device. This holiday season, the United States Department of Transportation's National Highway Traffic Safety Administration is also sponsoring the campaign, "Drunk Driving: Over the Limit. Under Arrest." Thousands of police departments and law enforcement agencies across the Nation will redouble their efforts to ensure impaired drivers are detected and appropriate action is taken. Additionally, the Office of National Drug Control Policy is working with Federal agencies to raise public awareness about the high prevalence of drugged driving in our country, and to provide resources for parents of new drivers about how to talk to their children about drugs.

As responsible citizens, we must not wait until tragedy strikes, and we must take an active role in preventing debilitated driving. Individuals, families, businesses, community organizations, drug free coalitions, and faith based groups can promote substance abuse prevention and encourage alternative sources of transportation. By working together, we can help save countless lives and make America's roadways safer for all.

NOW, THEREFORE, I, BARACK OBAMA, President of the United States of America, by virtue of the authority vested in me by the Constitution and the laws of the United States, do hereby proclaim December 2010 as National Impaired Driving Prevention Month. I urge all Americans to make responsible decisions and take appropriate measures to prevent impaired driving.

IN WITNESS WHEREOF, I have hereunto set my hand this first day of December, in the year of our Lord two thousand ten, and of the Independence of the United States of America the two hundred and thirty-fifth.

BARACK OBAMA

OSHA's Distracted Driving Initiative

<http://www.osha.gov/distracted-driving/initiative.html>

The Occupational Safety and Health Administration's (OSHA) top priority is keeping workers safe. While we experience fewer fatalities in the workplace today, the leading cause of worker fatalities year after year are motor vehicle crashes; distracted driving dramatically increases the risk of such crashes. The Department of Labor through OSHA is partnering with the [Department of Transportation](#) to combat distracted driving.

OSHA will first focus on texting while driving. Employers should prohibit any work policy or practice that requires or encourages workers to text while driving. Texting while driving greatly increases the risk of being injured or killed in a motor vehicle crash. Prohibiting texting while driving is the subject of the [Executive Order](#) signed by President Obama last year for Federal employees, and the subject of rulemaking by the Department of Transportation. We call upon all employers to prohibit any work policy or practice that requires or encourages workers to text while driving. The Occupational Safety and Health Act of 1970 (OSH Act) is clear—employers must provide a workplace free of serious recognized hazards. It is well recognized that texting while driving dramatically increases the risk of a motor vehicle injury or fatality. It is imperative that employers eliminate financial or other incentives that encourage workers to text while driving. Employers who require their employees to text while driving—or who organize work so that doing so is a practical necessity even if not a formal requirement - violate the OSH Act.

We call upon all employers to follow the lead of President Obama, the Department of Transportation and 30 [state laws](#) that prohibit drivers from texting—to prohibit their employees from texting while driving for work.

OSHA is launching a multi pronged initiative that will include the following:

- An education campaign to employers, launched during Drive Safely Work Week, calling on employers to prevent occupationally related distracted driving—with a special focus on prohibiting texting while driving;
- A website which carries a video message and an open letter to employers from Assistant Secretary Michaels....We will showcase model employer policies and team up with employer and labor associations to communicate our message;
- We will forge alliances with the National Safety Council and other key organizations to help us reach out to employers, especially small employers, to combat distracted driving and prohibit texting while driving;
- We will place a special emphasis on reaching young workers—working with other Labor Department agencies, as well as our alliance partners and stakeholders; and
- When OSHA receives a credible complaint that an employer requires texting while driving or who organizes work so that texting is a practical necessity, we will investigate and where necessary issue citations and penalties to end this practice.

By prohibiting texting while driving, we are working to ensure that workers are safe on the road and that they return home safely at the end of their shift.

Dave Carlson

Director of Public & Government Affairs

Dec. 2, 2010

For Immediate Release

AAA ENCOURAGES FAMILIES TO PLAN NOW TO ADDRESS CHALLENGES WITH AGING DRIVERS

Older Driver Safety Awareness Week, Dec. 6-10, emphasizes open, constructive communication to help keep senior drivers safe and mobile

The tough steps families with senior drivers will face in the next several decades will start first with confronting the uncomfortable realization that time does not stand still, says Idaho's AAA.

"Just starting a conversation about safe driving can evoke strong emotional reactions from some older drivers, as concerns about personal independence and managing other day-to-day activities may come into question," said AAA Idaho Director of Public and Government Affairs Dave Carlson.

During Older Driver Safety Awareness Week (Dec. 6-10), AAA and other supporters are raising awareness about the importance of senior driver safety and mobility, by educating the public about a variety of resources available to assist older drivers and their families.

AAA, which has worked on this issue for nearly three decades, officially launched its Lifelong Safe Mobility initiative in 2003 to keep seniors driving for as long as safely possible and mobile thereafter.

According to the U.S. Census Bureau, one in five people will be at least 65 years old by 2030, with nearly 20 million people 85 years old or older. An estimated 90 percent of this demographic will be licensed to drive.

While experts agree that driving ability generally begins to deteriorate at age 55, all drivers are not the same. Some can continue to drive safely for many years. Others cannot. "Fortunately, the conversations we start now can also serve as a way to screen and evaluate our abilities, to compensate for changes in the way we drive, and to adapt what we do to maintain the mobility we cherish," Carlson said.

AAA's senior driver and mobility website, AAASeniors.com, provides expert advice about how aging affects one's ability to drive safely. It includes a step-by-step guide on how to begin a conversation with an older driver. Additionally, users will find a variety of tools and resources from educational brochures and driver improvement courses, to skill assessment tools and free community-based programs.

The following AAA resources are also included on the AAASeniors.com site.

- *AAA Roadwise Review* is a computer-based tool designed to assess a driver's functional abilities important to safe driving.
- *CarFit* and AAA's *Smart Features for Mature Drivers* help to enhance seniors' comfort and safety while driving.
- *Safe Driving for Mature Operators* classroom and online courses provide driver training to help address the changes caused by aging and how a driver may compensate.

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AAA Idaho is affiliated with AAA Oregon/Idaho, which provides 725,000 members with travel, insurance, financial and automotive related services. AAA serves nearly 52 million member motorists in North America.

Editor: An audio version of this news release is available on the AAA News Hotline. In Boise, call 342-9391. Outside Boise, call toll free, 1-800-999-9391. Ask for the AAA News Hotline.